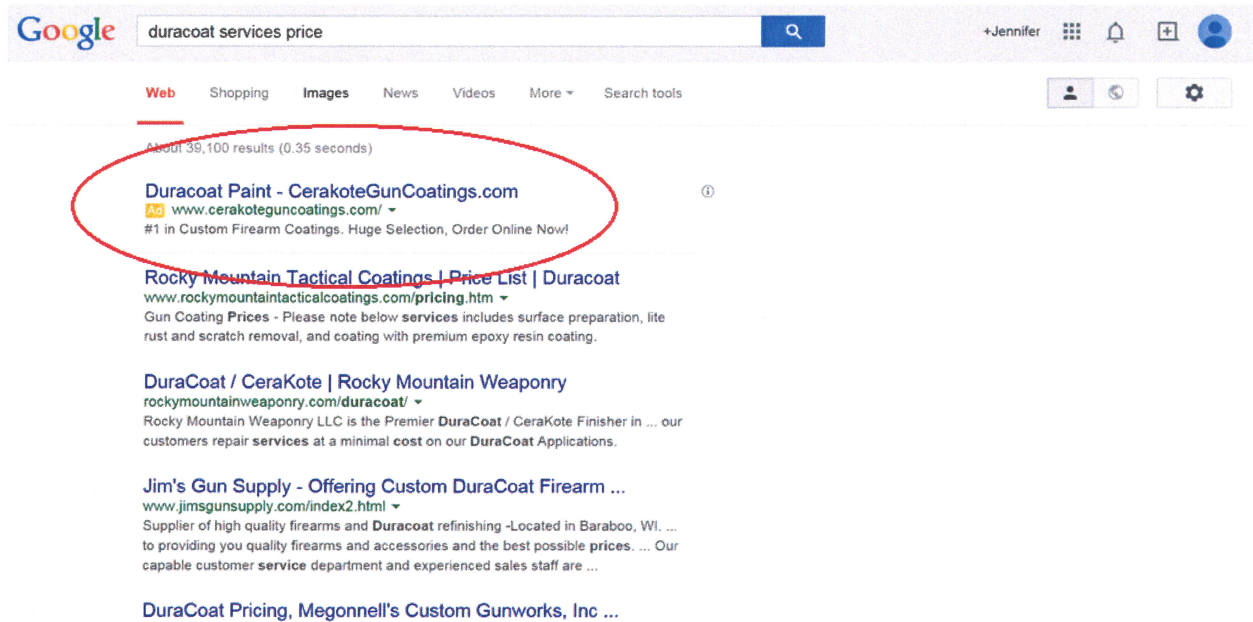


showing use of Plaintiff's DURACOAT and LAUER marks along with the URL for Defendant, www.cerakoteguncoatings.com. The results of the Google search were as follows:

The first screenshot shows a Google search for "lauer duracoat". The search bar contains the text "lauer duracoat". Below the search bar, the "Web" tab is selected. The results show "About 69,400 results". The top result is an advertisement for "Lauer Duracoat - #1 in Custom Firearm Coatings" from www.cerakoteguncoatings.com/. This result is circled in red. Below the advertisement, there are links for "Gallery", "Applicator Locator", "Products", and "FAQ's". The second result is "Manufacturer of DuraCoat Firearm Finishes" from <https://www.lauerweaponry.com/>. Below this, there are links for "DuraCoat Aerosol", "DuraCoat Standard Colors", "DuraCoat", "DuraCoat FAQ's", "Shake 'N Spray", and "Tactical Colors".

The second screenshot shows a Google search for "clear duracoat". The search bar contains the text "clear duracoat". Below the search bar, the "Web" tab is selected. The results show "About 109,000 results (0.31 seconds)". The top result is an advertisement for "Duracoat Clear at Amazon - Amazon.com" from www.amazon.com/. Below this, there is a result for "Where To Buy Duracoat - CerakoteGunCoatings.com" from www.cerakoteguncoatings.com/. This result is circled in red. Below this, there are links for "DuraCoat Firearm Finishes", "DuraCoat Clear - Lauer Weaponry", and "DURACOAT CLEAR | Brouille".



Plaintiff attaches true and correct copies of screen captures as **Exhibit C**.

12. Plaintiff retained an investigator in the Chicago metropolitan area to confirm its Google search engine results. Plaintiff's investigator searched "duracoat kit" and "Lauer Custom Weaponry" using the Google search engine. In return for the search prompt "duracoat kit" the investigator was served up an advertisement with the headline, "DURACOAT KIT – #1 in Custom Firearm Coatings" and a hyperlink to www.cerakoteguncoatings.com/. In return for the search prompt "LAUER CUSTOM WEAPONRY" the investigator was served up an advertisement with the headline "LAUER CUSTOM WEAPONRY - #1 in Firearm Coatings" and a hyperlink to www.cerakoteguncoating.com/. Here are screen captures of those results from Plaintiff's investigator: